

#### Rating Hold

North America United States

Consumer

**Autos & Auto Parts** 

#### Company Tesla Inc.

Reuters TSLA.OQ

Bloomberg Exchange Ticker
TSLA UN NMS TSLA

#### Date 3 May 2018

### Forecast Change

Price at 2 May 2018 (USD)	301.15
Price target	365.00
52-week range	385.00 - 252.48

# 1Q18 a Bit Better, but Model 3 Ramp Remains the Story

Tesla's Q1 was a bit better than we expected w/r/t gross profit, improving 500 bps sequentially to 18.8% (we expected 200 bps), largely on improved profitability of Model S/X (improved to >25% vs.~20% in 4Q17). As expected, Model 3 experienced a significant negative gross margin. Free cash burn in the qtr was roughly \$900 MM, weaker than our (\$500 MM) estimated, entirely due to working capital variances (e.g. higher number of in-transit S/X had a \$120 MM negative impact, while the sharp ramp-up in Model 3 deliveries late in the qtr negatively impacted Receivables by \$169 MM; both items were cash inflows at the start of Q2).

Investors' main questions related to the trajectory of Model 3 production, the trajectory of profitability, and the trajectory of free cash flow/burn. In addressing these questions Tesla reiterated its near-term production target of 5,000 Model 3's per week by the end of Q2, while providing some additional color on the current state of play. Improvements at Gigifactory have ramped-up sustained battery pack production to 3,000/wk, with the Body Shop at Freemont also sustaining that level of build. Tesla is still working to get Freemont Final Assembly and its Paint Shop up to the sustained 3,000 run-rate. Interestingly, the company noted it believes it will get M3 up to 5k/wk by 2Q without implementation of its new, automated battery assembly line (developed at its Groehmann facility). This line is expected to come online in 3Q18 and should both increase M3 production (we est by 2,000-2,500/wk), while lower manufacturing costs.

Perhaps most importantly, TSLA reiterated their target of achieving positive free cash flow during 2H18. This is nothing new, though confidence around achieving this target clearly remains the most critical (potentially positive) near term driver of Tesla's shares.

The only noteworthy new negative datapoint was Tesla also pushed out the timeline for achieving their 25% gross margin target on Model 3 to 2019 from 2H18. Mgmt. attributed this push-out to raw materials, tariffs, FX, and additional labor needed to circumvent automated production bottlenecks.

#### Other key takeaways:

 Record demand for Model S/X (though we anticipate that questions will remain about German Lux competitors entering in 2019, or even competition from Model 3 once production ramps)

#### Valuation & Risks

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Source: Deutsche Bank

# Key changes EPS (USD) -0.64 to -2.38 ↓ 271.9% Revenue (USDm) 23,012.6 to ↓ -1.1% 22,759.0 -2.759.0

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- There's still a solid demand pipeline for Model 3, with 450,000 orders (and we would anticipate orders could accelerate once the vehicle wait time declines).
- Major questions about manufacturing competitiveness (i.e. comparative labor hours per vehicle, depreciation per vehicle, etc) remain. Our high level work does not suggest that Tesla is competitive (e.g. Depreciation per Model 3 at "under \$2,000" compares with other OEM's at \$1,000-\$1,500). But we do not believe that a thousand dollar cost disadvantage will derail the company's profit targets... the Model 3 ASP of \$55,000+can accommodate near term weaknesses in manufacturing.

#### **Updated Estimates and Valuation:**

We have fine-tuned our estimates following 1Q results and updated guidance. Overall, we expect Auto gross margins of 21% in 2018 (25% for Model S & X, with M3 getting to 20% by 4Q18). We estimated cash burn of \$500 MM in 2Q18 (total cash position of \$2.2 bn, the lowest point in the yr but still well above TSLA's \$1.0-\$1.5 bn minimum cash level), with positive free cash flow by 4Q18 (see Exhibit 1 for more details). Our DCF-derived TP remains unchanged at \$365. Overall, while we admire the ambitiousness of Tesla's goals, and there are clear signs strong demand remains for the company's core products, we remain cognizant of the significant execution risks. As such, we maintain our Hold rating.

Forecasts and ratios			
Year End Dec 31	2017A	2018E	2019E
1Q EPS	-1.74	-3.80A	_
2Q EPS	-1.73	-1.86	_
3Q EPS	-3.23	0.76	_
4Q EPS	-3.62	2.31	_
FY EPS (USD)	-10.35	-2.38	12.29
Source: Deutsche Bank estimates, company data			

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Figure 1: TSLA Summary Metrics

Tesla Key Metrics	1Q17	2Q17	3Q17	4Q17	1Q18E	2Q18E	3Q18E	4Q18E	F2017	F2018E	F2019E	F2020E
Deliveries												
Model S	13,501	12,016	14,065	15,305	10,070	10,000	20,000	13,500	54,887	53,570	53,570	53,570
Model X	11,550	10,010	11,865	13,120	11,730	11,000	12,000	12,000	46,545	46,730	46,730	46,730
Model 3 / Y	-	-	220	1,542	8,180	27,000	48,000	64,500	1,762	147,680	350,000	500,000
Total	25,051	22,026	26,150	29,967	29,980	48,000	80,000	90,000	103,194	247,980	450,300	600,300
Auto Revenue (\$MM)	2,290	2,287	2,363	2,702	2,735	3,658	5,789	6,236	9,641	18,419	28,318	33,034
Auto Gross Profit	637	646	442	527	555	614	1,185	1,462	2,252	3,815	6,840	8,577
Gross Margin	27.8%	28.3%	18.7%	19.5%	20.3%	16.8%	20.5%	23.4%	23.4%	20.7%	24.2%	26.0%
Gross Margin ex-ZEV	27.8%	25.0%	18.7%	13.8%	18.8%	16.8%	20.5%	23.4%	21.1%	20.5%	24.2%	26.0%
Service/Energy/Other Revenue	193	216	304	288	263	285	395	523	1,001	1,466	1,927	2,544
Service/Other Gross Profit	(21)	(55)	(63)	(89)	(118)	(54)	(87)	(71)	(228)	(330)	(104)	(67)
Gross Margin	-11.0%	-25.4%	-20.7%	-30.7%	-44.6%	-19.1%	-22.0%	-13.6%	-22.8%	-22.5%	-5.4%	-2.6%
Total Revenue	2,696	2,790	2,985	3,288	3,409	4,542	6,941	7,868	11,759	22,759	34,677	41,784
Total Gross Profit	678	674	459	455	472	725	1,264	1,558	2,266	4,018	7,829	10,100
Gross Margin	25.1%	24.2%	15.4%	13.8%	13.8%	16.0%	18.2%	19.8%	19.3%	17.7%	22.6%	24.2%
EBITDA	223	264	(22)	6	(39)	271	786	1,080	471	2,097	5,464	7,276
margin	8.3%	9.5%	-0.7%	0.2%	-1.1%	6.0%	11.3%	13.7%	4.0%	9.2%	15.8%	17.4%
EBIT	(154)	(125)	(423)	(464)	(455)	(194)	263	547	(1,165)	161	3,196	4,755
margin	-5.7%	-4.5%	-14.2%	-14.1%	-13.4%	-4.3%	3.8%	7.0%	-9.9%	0.7%	9.2%	11.4%
Net Income	(282)	(285)	(540)	(609)	(643)	(321)	134	415	(1,716)	(415)	2,186	3,305
EPS	\$ (1.74)	\$ (1.73)	\$ (3.23) \$	(3.62)	\$ (3.80) \$	(1.86)	0.76	\$ 2.31	\$ (10.35)	\$ (2.38)	\$ 12.29	\$ 18.23
Basic Shares	162.1	165.2	167.3	168.3	169.1	172.5	176.0	179.5	165.7	174.3	177.8	181.3
Diluted Shares	165.1	165.2	167.3	168.3	169.1	172.5	176.0	179.5	166.5	174.3	177.8	181.3
FCF Adj for Indirect Leasing												
GAAP Operating Cash Flow	(69.8)	(200.2)	(300.6)	509.9	(398.4)	364.4	679.3	1,292.9	(60.7)	1,938.2	5,182.0	5,903.0
Collateralized Lease Borrowing	241.1	149.3	80.8	211.7	86.9	110.7	101.8	81.0	682.9	380.4	357.5	719.9
Core Operating Cash Flow	171.3	(50.9)	(219.8)	721.6	(311.4)	475.1	781.1	1,373.8	622.2	2,318.6	5,539.5	6,622.9
CAPEX	(552.6)	(959.1)	(1,116.4)	(786.7)	(655.7)	(973.5)	(826.0)	(494.8)	(3,414.8)	(2,950.0)	(3,200.0)	(3,300.0)
Adjusted FCF	(381.4)	(1,009.9)	(1,336.2)	(65.1)	(967.1)	(498.4)	(44.9)	879.0	(2,792.6)	(631.4)	2,339.5	3,322.9
Total Change in Cash Position	613.4	(970.7)	494.1	(162.1)	(745.3)	(411.9)	33.7	970.2	(25.3)	334.0	3,114.7	3,967.3

Source: Company filings, Deutsche Bank estimates

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# Appendix 1

#### Important Disclosures

#### \*Other information available upon request

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Company	Ticker	Recent price*	Disclosure
Tesla Inc.	TSLA.OQ	301.15 (USD) 2 May 2018	1, 2, 6, 7, 8, 9, 14, 15

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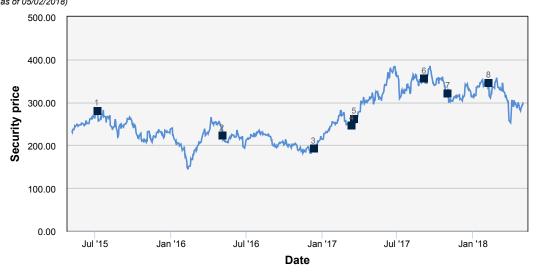
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# Historical recommendations and target price. Tesla Inc. (TSLA.OQ) (as of 05/02/2018)



#### Current Recommendations

Buy Hold Sell Not Rated Suspended Rating

\*\* Analyst is no longer at Deutsche Bank



- 5. 03/20/2017 Hold, Target Price Change USD 240,00 Rod Lache
- 6. 09/05/2017 Hold, Target Price Change USD 320,00 Rod Lache
- 7. 11/02/2017 Hold, Target Price Change USD 310,00 Rod Lache
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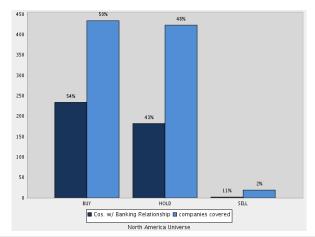
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#### Equity rating dispersion and banking relationships



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Tesla Inc.



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